



OFFICE OF ECONOMIC DEVELOPMENT

STEVE JOHNSON, DIRECTOR

SEPTEMBER 2011

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NEWS & INFORMATION

SEATTLE HOTELS STEP UP TO FUND TOURISM PROMOTION



In response to major cuts in state tourism funding, Seattle's hotel industry came together in an innovative way to raise funds for tourism promotion. The Tourism Business Improvement Area (BIA) has the support of Mayor Mike McGinn, Councilmember Tim

Burgess, and the Office of Economic Development (OED). The passing of the BIA created the Seattle Tourism Improvement Area that encompasses the greater downtown area including: Lower Queen Anne, South Lake Union, Belltown, Pioneer Square, Chinatown/International District, and portions of Capitol Hill. Hotels with sixty rooms or more in this area will levy a \$2 surcharge per occupied room per night. The money will be pooled and used for marketing and promotional activities designed to draw individuals and families to Seattle for vacation. Brian Surratt, OED's business development director, says, "Tourism dollars are great for economic development. It's outside money coming here that stays here...It's a win-win for all. We've got roughly 20,000 people employed in tourism here. That's a huge chunk of our jobs (in Seattle)." City Councilmember Tim Burgess agrees, "Tourism is a huge industry in our city and this will allow us to promote Seattle both domestically and around the world. Spending \$6 million to get \$30 million - now that's a great investment."

- [Read](#) the City Council press release after the passage of the Tourism BIA.
- [Read](#) a statement from Councilmember Tim Burgess.
- [Read](#) more coverage in [MSNBC](#) and the [Seattle P.I.](#)

CITY INVESTS TO REVITALIZE HISTORIC INS BUILDING, PRESERVE ARTIST WORKSPACE

[Department of Commerce](#)
[Downtown Seattle Association](#)
[Environmental Coalition of South Seattle Enterprise](#)
[Seattle Impact Capital](#)
[Manufacturing Industrial Council](#)
[Port of Seattle Prosperity Partnership](#)
[Puget Sound Regional Council](#)
[Rainier Valley Community Development Fund](#)
[Seattle's Convention and Visitors Bureau](#)
[Seattle Metropolitan Chamber of Commerce Trade](#)
[Development Alliance of Greater Seattle](#)
[Washington Biotechnology and Biomedical Association](#)
[Worker Center, AFL-CIO](#)



Mayor Mike McGinn joined community and business leaders from the Chinatown/International District and Pioneer Square neighborhoods to announce the city's investment in the INSCAPE project to revitalize the historic INS building at 815 Airport Way South. This month, the City of Seattle announced that the owners have obtained long-term financing to buy the building and make improvements to attract artists who are looking for affordable housing and a place to produce art. "This project is a win for jobs in Seattle, for ensuring local artists have affordable workspace, for revitalizing our Chinatown/International District and Pioneer Square neighborhoods, and for celebrating our local history," said Mayor Mike McGinn.

The INSCAPE will result in multiple public benefits, including:

- reactivate the former INS Building
- strengthen the connection between the Chinatown/International District and Pioneer Square;
- create or retain over 100 permanent jobs while providing affordable artist space; and
- preserve the history of the building's past in conjunction with the Wing Luke Asian Museum.

THE REACH OF WASHINGTON'S GLOBAL HEALTH SECTOR



This month, the Washington Global Health Alliance (WGHA) and the City of Seattle's Office of Economic Development (OED) announced the release of the 2011 Global Health Strategic Mapping and Economic Opportunity Portfolio. The portfolio details the growing reach of global health in Washington State and around the world. Fifty-nine Washington organizations involved in the global health sector are working in over 150 countries around the world. Lisa Cohen, the executive director of WGHA said, "Even in these tough economic times, the global health sector continues to grow, create jobs, and offer business opportunities." Look here for details on global health market opportunities for businesses.

SEATTLE PASSES PAID SICK LEAVE ORDINANCE



Seattle became the third city in the country to require paid sick leave. In an eight to one vote, the City Council agreed to require businesses with at least five employees to provide the benefit.

The adopted legislation establishes minimum standards

for paid sick and safe time based on company size. Workers in companies with 5 to 249 employees will accrue a minimum of one hour of paid sick and safe time for every 40 hours worked. Workers in companies with 250 or more employees will accrue a minimum of one hour for every 30 hours worked.

Employers may satisfy the requirements of the ordinance with a combined leave program that pools vacation and sick leave together. The new regulations will take effect on September 1, 2012, giving businesses a full year to adjust their personnel policies.

The legislation protects start-up companies and micro-businesses through exemptions for companies in their first two years of operation and companies with four or fewer employees.

The bill also requires an independent and objective analysis of the impacts of the policy to be presented to the Council eighteen months after the ordinance takes effect.

Do you have questions about the City of Seattle's Paid Sick Leave ordinance? It goes into effect on September 1, 2012.

The Seattle Office for Civil Rights (SOCR) is responsible for enforcing the new provisions, as well as making information available to the public. If you have a specific question about the law, use SOCR's Customer Feedback form at www.seattle.gov/civilrights/request, and someone will get back to you promptly. A Frequently Asked Questions (FAQ) sheet will be available soon, and SOCR plans to send the information to everyone who contacts them via the feedback form.

- [Read](#) the City Council press release.
- [Read](#) more on Councilmember Nick Licata's webpage.
- [Read](#) more from Mayor Mike McGinn's blog.

SEATTLE BY THE NUMBERS

Seattle By The Numbers is a great way for our readers to stay current on economic and business news through various numerical data. The figures can be national unemployment rates, various economic indicators, Seattle rankings, and data from different industry reports. Check out our favorite stats from September:



NATIONAL

- [U.S. Economy: Employment stagnates, jobless rate at 9.1%](#)
- [Bigger economic role for Washington, D.C.](#)
- [U.S. exports rise to record as trade deficit shrinks](#)

- [Retail industry analysts predict a good holiday season](#)
- [Why American businesses are booming and nobody's noticing](#)

LOCAL

- [Seattle wages twenty-three percent higher than U.S. average](#)
 - [Local home sales on pace to top last year's total](#)
 - [Seattle ranked fifth most educated city in the nation](#)
 - [Seattle adds 35,000 jobs in past year, 5th highest](#)
 - [State gains jobs, but unemployment remains steady](#)
 - [Seattle is a top ten city for young adults](#)
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DAILY DIGEST TOP TEN

Want to know what your fellow *Daily Digest* subscribers are reading? Here are the ten most clicked-on *Daily Digest* articles of September.



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The *Daily Digest* is committed to delivering relevant articles that keep you on top of all the important economic information in

DAILY DIGEST TOP TEN

1. [Seven ways to make a mini-marketing campaign](#)
 2. [Seattle restaurant Momiji a stunner in the works](#)
 3. [Foodie Heaven: Mobile Food Rodeo](#)
 4. [Thinking about moving to the cloud?](#)
 5. [Seattle startup debuts its first mini-mini-market](#)
 6. [TechCrunch Review: Google Wallet](#)
 7. [Brothers bring world pizza to Chinatown/International District](#)
 8. [Post-grunge, Seattle rocks on](#)
 9. [Seattle startup is a food desert oasis](#)
 10. [Ten cool tech ideas to help market a business](#)
-

SEATTLE'S GROWING BUSINESSES

BUSINESS EXPANSION, STARTUPS, AND RELOCATIONS IN SEATTLE IN SEPTEMBER

StockBox: According to the USDA, 23 million Americans live in "food deserts" - areas without readily accessible fresh, affordable, and healthy food. Stockbox, a new Seattle startup has an innovative solution: use old shipping containers to sell a range of fresh food, meat, and dairy products in rented parking lots.



Visit the *Seattle Weekly* and *Fast Company* for more on Stockbox.

Apptio: *Market Watch* reported that the Dow Jones VentureWire has listed Seattle's Apptio on its FASTech 50, a compilation of the top fifty innovative tech startups. The list recognizes some of the most investment-worthy startups out of more than 2,000 competitors. Apptio is a leading provider of on-demand Technology Business Management (TBM) solutions. President and CEO of Apptio, Sunny Gupta, says, "The FASTech 50 is an honor that further validates our company's innovative approach to enterprise I.T."

Doxo: Featured in *Techflash*, Seattle startup Doxo has developed a free "digital file cabinet." Clients can use Doxo as a free online vault to receive and store any kind of document. Documents may be filed, printed, or downloaded at any time, and they may be accessed from any computer or on-the-go with Doxo Mobile. Doxo also landed a deal to provide its services to Puget Sound Energy; the deal will allow the utility's 750,000 customers to receive their bills online.

Momiji: *Puget Sound Business Journal* issued a new eatery alert! Coming soon, 1522 12th Avenue East in Capitol Hill will be the home to Momiji, a Japanese restaurant. Steven Han, a restaurateur and designer, is busy putting the finishing touches on his new restaurant. It will be well worth the wait.



UPCOMING EVENTS

JOIN US AT CITY BUSINESS CASUAL ON OCTOBER 13 - THEME: NEIGHBORHOOD BUSINESS DISTRICTS



Join OED and your fellow business community members for another great networking night, full of sharing ideas and building relationships at our monthly *City Business Casual*. This event will take place on Thursday, **October 13** from **5:00 p.m. to 7:00 p.m.** in the **Polar Bar at the Arctic Club Hotel** (700 3rd Avenue) in downtown Seattle. Special guests for October's neighborhood business district theme include Councilmember **Sally Clark**, Councilmember **Nick Licata**, Deputy Mayor **Darryl Smith**, Department of Planning and Development Director **Diane Sugimura**, and JPMorgan Chase Vice President of Community Lending **Chuck Weinstock**.

No pre-registration for *City Business Casual* is necessary. There is no formal program, but OED staff will actively make introductions and connections that can help propel your business to the next level.

- Visit *City Business Casual's* [webpage](#) for more information, and to add the event to your online calendar.

PUGET SOUND BUSINESS JOURNAL'S 2011 GROW YOUR BUSINESS EXPO - OCTOBER 26



Are you looking to network with area professionals and create future opportunities? Then join the Puget Sound Business Journal on October 26, 2011 at the Washington State Convention Center for the Grow Your Business Expo! The expo is open from 8:00 AM - 6:00 PM and is designed to build relationships in the Greater Seattle-area community. This is a terrific chance to connect with hundreds of business professionals and make the connections you need to grow your business.

- Admission is \$10 in advance and \$15 at the door. For for information and to register, click [here](#).

ENTREPRENEUR UNIVERSITY 2011 - NOVEMBER 15

Are you an entrepreneur? Come listen to inspirational keynoters, attend helpful workshops an panel discussions, and network with more than 300 others at Entrepreneur University 2011. This year, there will be three tracks offered to help you with your startup: plan, protect, and propel. Pick one or bounce among the three, but make sure you take a look at the flyer and mark your calendar.



- View the [program flyer](#), and [register](#) by October 31.

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